

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 106697  
**Alt Order #:** 06853041  
**Product Desc:** OBAMA SKED C  
**Estimate:** 1781  
**Flight Dates:** 09/18/12 - 10/01/12  
**Original Date / Rev:** 09/17/12 / 09/21/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama for America  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	61	\$29,525.00	\$25,096.25
10/01/12	10/01/12	8	\$3,550.00	\$3,017.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$29,525.00	\$25,096.25	0.00
October 2012	8	\$3,550.00	\$3,017.50	0.00
<b>Totals</b>	<b>69</b>	<b>\$33,075.00</b>	<b>\$28,113.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	24%	\$33,075.00
Market	100%	\$137,812.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$41,343.75
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$34,453.12
KTUD	1%	\$1,378.12
KVVU	15%	\$20,671.88
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,890.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.00	1	0.00	NM	8	\$6,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.00	1	0.00	NM	8	\$6,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	MTWTF--	4		\$850.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	MTWTF--	4		\$850.00		0.00						
E 2	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$350.00	1	0.00	NM	4	\$1,400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	M-WTF--	4		\$350.00		0.00						
E 3	KSNV	09/18/12	10/01/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	10	\$3,250.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	MTWTF--	5		\$325.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	MTWTF--	5		\$325.00		0.00						
E 4	KSNV	09/18/12	10/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	M--TF--	2		\$325.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	MTWTF--	3		\$325.00		0.00						
E 5	KSNV	09/18/12	10/01/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	10	\$4,250.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	MTWTF--	5		\$425.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	MTWTF--	5		\$425.00		0.00						
E 6	KSNV	09/18/12	10/01/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	10	\$4,250.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	MTWTF--	5		\$425.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	MTWTF--	5		\$425.00		0.00						
E 7	KSNV	09/18/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	MTWTF--	2		\$325.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	MTWTF--	3		\$325.00		0.00						
E 8	KSNV	09/18/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	10	\$4,500.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	MTWTF--	5		\$450.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	MTWTF--	5		\$450.00		0.00						
E 9	KSNV	09/18/12	09/18/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-T-----	1		\$3,200.00		0.00						
E 10	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$350.00	1	0.00	NM	4	\$1,400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-TWTF--	4		\$350.00		0.00						
E 11	KSNV	10/01/12	10/01/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	M-----	1		\$425.00		0.00						

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N12	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/18/12	09/24/12	-----S-			1		\$350.00		0.00					
													Totals	69	\$33,075.00